

Promo Veritas & Pokemon Case Study - Internal Pokemon Audience

Draft V1.0

Title Tag	Promo Veritas - Pokemon 25 globally compliant promotion
Meta Description	Explore how the Pokemon 25 promotion was supported by Promo Veritas to see growth in audience for the brand.
Headline	Pokemon 25: A global promotion for all ages
Project in numbers	<ul style="list-style-type: none">● 15 markets across the globe● Over 50,000 entries globally● 31% entrants opted in to marketing● Increase in social media following of 476,253 across platforms
Body Content	<p>Background</p> <p>To celebrate 25 years of catching them all, Pokemon launched a global promotion, giving fans the opportunity to win a limited edition 12" vinyl copy of Pokemon 25: The Album, featuring artists including Katy Perry & Post Malone.</p> <p>Pokemon wanted to make sure that as many people within its fan base had the opportunity to enter, regardless of geography or age.</p>
	<p>What we did</p> <p>We led on three key areas of this promotion, helping to make it an incredible success.</p> <p>We launched a custom built, customisable portal which was legally compliant in each of the 15 markets we ran in and which could be rolled out again with very little intervention. The platform which housed the mechanism for the promotion could be repurposed for another campaign almost instantly, allowing Pokemon to engage its audience at speed.</p> <p>Compliance to international law and competition regulation is what Promo Veritas prides itself on, and for this promotion we went the extra mile, researching and understanding the laws and regulations in each of the desired markets. We even segmented markets where certain areas had tougher restrictions than others, and clustered these to minimise cost of registration, and ensure legal inclusion for all.</p> <p>This ensured that Pokemon were compliant in all 15 target markets, and also free to run such a campaign again with much less legwork.</p>

Offering a promotion to children (those under 18) is incredibly difficult to implement, however, as the Pokemon brand is so iconic to fans of all ages, it was imperative we find a way to do this. We launched a first of its kind process that allowed kids to get involved with the campaign.

Our solution was to launch a first of its kind process that verified the age of all entrants. If they were under the age of 18 they were informed that they needed parental consent to enter and were asked to provide an email address of a parent or guardian.

Using automated technology, a message was then triggered to the child's parent which included a screenshot of the entry and the name of the child to minimise anxiety over fraudulent activity. The email requested approval from the parent or guardian for the child's entry and proof of identification. Once the ID had been manually approved by Promo Veritas experts, the child was added into the promotion.

This process had not been done before on a promotional activity for under 18s.

We also managed the fulfilment of 700 prizes across the globe once the winners had been chosen.

The Promo Veritas Touch

Our bespoke landing pages, with meticulous country specific regulatory frameworks allowed Pokemon to see great success with this promotion.

At the end of one month of the promotion running we had helped to collect:

- Over 50,000 successful, verified and compliant entries from across the globe.
- An increase in social media following of over 470,000
- Spikes of up to 11,477 mentions in the final week of the campaign
- Ongoing engagement with the brand with over 14,000 new followers gained on Twitter the day after the promotion finished

We ensured that the portals were built with the market in mind, allowing Pokemon to flex their offering and process as necessary. We built upwards of 10 landing pages each with their own legally compliant setups, questions and necessary terms and conditions, to ensure that Pokemon could 'catch them all' regardless of location.

	<p>We're incredibly proud of the work we did enabling children to join in the fun as well. Understanding that the brand's target market also included the younger demographic encouraged us to think outside of the box to create an appropriate and safe mechanism for kids to get involved and have a chance to win.</p> <p>While the portal was created for this promotion, it is now readily available to be used again and again, meaning that this regulatory compliance and peace of mind is guaranteed.</p>
	<p>The Project Included</p> <ul style="list-style-type: none"> Customisable online portal for multiple markets Terms & Conditions in local languages to fit local legislation Parental verification process for under 18s Global prize fulfilment
CTA	Find out how we can replicate these successes for you again and again

Suggested social media captions

Pokemon wanted to 'catch them all' with their 25 anniversary promotion. Find out how Promo Vertias ensured this was possible across the globe, for adults and children alike!

Read our latest case study

Ensuring promotions are above board across the globe is no mean feat! See how we helped Pokemon gain over 50,000 entrants for their 25 anniversary promotion in over 15 markets with our latest case study.

Everyone likes winning stuff, and kids are no exception, but with the myriad of legislation and regulation protecting children, very few promotions allow them to join in the fun. In our latest case study we explain how we helped global megabrand Pokemon open its 25 anniversary promotion to under 18s while remaining compliant and keeping them safe.